

OPPORTUNITY COSTS OF NOT LEARNING A WORLD LANGUAGE



- Loss of capital due to mismanagement of foreign relationships
- Loss of opportunity due to poor public perception in a global market
- Loss of expansion opportunities and market share due to Utah's business' ignorance concerning the

Protect your future by learning a World Language now. Taking two years of either Spanish, French, or German at Elk Ridge will count toward university admissions and help advance your future in the global economy.

Elk Ridge Middle School

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ELK RIDGE MIDDLE SCHOOL

Why Should You Learn a World Language?



Many Universities and Colleges recommend or require 2-3 years of the same foreign language for admission.

WHY LEARNING A WORLD LANGUAGE IS IMPORTANT



"Being a multi-cultural person— or at least a citizen of the world— is in the very foundation of everything we do here... whether it's education policy or economic development policy, it's all set in a global context these days. If you miss that point, then you've missed our time and place in the world today."

Jon Huntsman Jr.

"World language acquisition is now an essential skill for global competitiveness. Learning a second, third or multiple languages enhances marketability and teaches cultural competence crucial to future success. Our students must be afforded these opportunities as we compete on the global scene with other students from around the world."

Gary Herbert, Governor of Utah

Top Uses for Language:

- Marketing and communication
 - Client communications and public relations
 - Customer care and support
- Business development and sales
 - Relationship building
 - Business negotiations
- International communications
 - Cultural sensitivity



Top Uses for Language

Competence:

- Development of trust through advanced language, cultural competence, and adapting to local culture
- Understanding the context of a foreign partner's business environment
- Technically advanced language skills for the development of regulatory issues/duties as

Top Current Language Needs for Businesses

- Multiple language proficiency and cultural awareness in the workforce
 - Business related language proficiency and cultural training
- Proficient reading, writing, and speaking skills in multiple languages to perform successful negotiations at the management levels
- Professional cultural and protocol awareness to forge successful international partnerships
- International economic trade and development